

**City of West Hollywood  
City Manager's Department  
REQUEST FOR QUALIFICATIONS (RFQ)**

**Graphic Design Services for the  
City of West Hollywood**

The City of West Hollywood invites qualified firms and independent contractors to respond to a Request for Qualifications (RFQ) to provide graphic design services on an "as needed" basis for a variety of projects.

Instructions:

The deadline for submitting Qualifications is Friday, October 24, 2014 no later than 4 p.m. Qualifications shall be submitted in writing in a sealed envelope marked on the outside: "Sealed Qualifications for **Graphic Design Services RFQ.**" No oral, telephonic, or telegraphic submission or modification of submissions will be considered.

Qualifications must be addressed as follows:

Office of the City Clerk  
Qualifications: Graphic Design Services  
City of West Hollywood  
8300 Santa Monica Boulevard  
West Hollywood, CA 90069

All qualifications shall be signed in ink by the lead independent contractor or primary officer (President, Chief Executive Officer, Principal, etc.) or an individual authorized to act on behalf of the Company, with current Power of Attorney if applicable. The name and mailing address of the individual making the Qualifications must be provided.

All Qualifications shall include the following:

**A. Cover Letter**

A cover letter, not to exceed three pages in length, should summarize key elements of qualifications. An individual authorized to bind the consultant must sign the letter. The letter must stipulate that the qualifications price will be valid for a period of at least 180 days. Indicate the address and telephone number of the contractor's office located nearest to West Hollywood, California and the office from which the project will be managed.

## **B. Background and Project Summary Section**

The Background and Project Summary Section should describe your understanding of the scope, the work to be done, and the skills needed to accomplish the work. Refer to Project Information section in this RFQ.

## **C. Methodology Section**

Provide a detailed description of the approach and methodology to be used to accomplish the Scope of Work of this RFQ. The Methodology Section should include:

- 1) Experience in the broad range of design required and particular expertise in software, programs, prepress, deliverables, etc. Refer to Project Information section (Scope) in this RFQ.
- 2) Detailed description of efforts your firm (or you as an independent contractor) will undertake to achieve client satisfaction and to satisfy the requirements of the "Project Information" section.
- 3) Detailed description of specific tasks you will require from CITY staff. Explain what the respective roles of CITY staff and you/your staff would be to complete the tasks specified in the Scope of Work.

## **D. Staffing**

All operators must have appropriate and legally required certifications and licenses. Please indicate, and provide copies of, any certificates or licenses required of the company by the County or State to operate a transportation company. Please provide the same information for any subcontractors proposed to provide service on behalf of the contracted firm, along with details of their experience and references. Please indicate as "not applicable" if this does not apply to you or your firm.

## **E. Qualifications**

The information requested in this section should describe the qualifications of the firm (or you as an independent contractor), and projects within the past five years that are similar in size and scope to demonstrate competence to perform these services. Information shall include:

- 1) A summary of the firm's/independent contractor's demonstrated capability, including length of time that your firm has provided the services being requested in this Request for Qualifications.
- 2) Provide at least three (3) Southern California references that received similar services from your firm. The CITY reserves the right to contact any of the organizations or individuals listed. Information provided shall include:
  - Client name.
  - Project description.
  - Project start and end dates.
  - Client project manager name, telephone number, and e-mail address.

3) Work portfolio or examples to illustrate professional capacities (this may be hard copy or may also be a link to an electronic web-based portfolio).

4) A sample contract, based on the City contract boilerplate, with any changes or additions noted. Please note that the response to this RFQ will be included as an exhibit of the contract.

**F. Fee Proposal**

Bidders shall provide cost information based on the following:

1) Hourly operating rate for professional services through June 30, 2015.

For a full copy of the Request for Qualifications (RFQ) please contact the City Manager's Department at 323-848-6378 or by e-mail at lbelsanti@weho.org. The City reserves the right to reject any and all Qualifications and award the contract to the Contractor who best meets the requirements set forth in the Specifications.

Yvonne Quarker, City Clerk.